

Historic, Archive Document

Do not assume content reflects current
scientific knowledge, policies, or practices.

If you can find an article that every one of your seed customers needs urgently—and its utility and efficiency easily shown—what does it mean?

Big Sales for the Seedsman

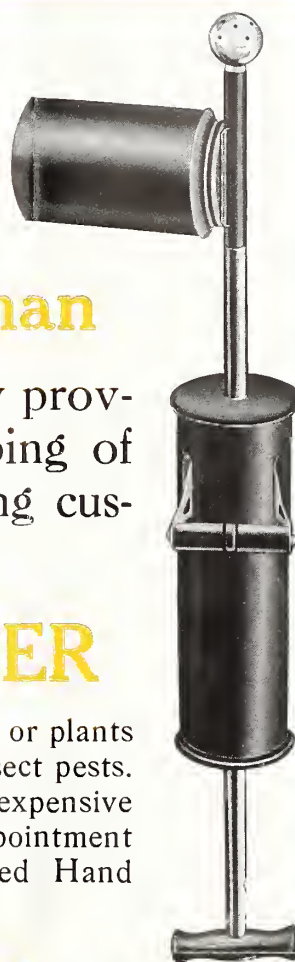
Well, here it is, and both facts so readily proven that it demands an immediate grasping of the opportunity, to sell to all your spring customers the

CORONA HAND DUSTER

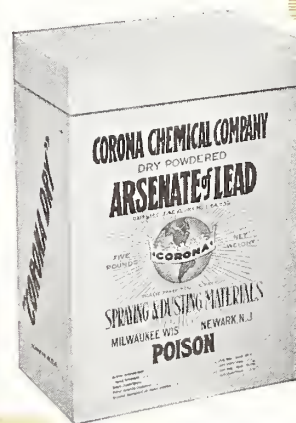
The gardeners—diversified farmers—all who put seeds or plants into soil, are seriously handicapped in efforts to combat insect pests. There is a big demand for an effective, simple and yet inexpensive device. Here is a certain way to end their loss and disappointment from the ravages of destructive pests. This new improved Hand Duster, using

“CORONA DRY”

the universal insecticide, solves the problem, in a particularly efficient manner. Whether your customer desires to safeguard potatoes, corn and other garden crops, or flowers, small fruits, trees—a Corona Duster serves splendidly—and for a lifetime. There is not now, nor ever has been, any dusting device that even remotely achieves the efficiency of this gun. See for yourself that the New Improved Corona Hand Duster is perfect. It's a ready seller at its retail price of \$2.50. Act quick—let us send you a sample gun for inspection and details of our money-making plan for you. Every day lost means sales postponed. Get our comprehensive book—“Garden Pests and Their Control.” It's free, but of immense value to you—and through you, to your trade.



CORONA
CHEMICAL CO.
Milwaukee, - Wis.



SEED BEFORE



THE FOOD PROBLEM confronting the farmers and people of America is stupendous. We must feed ourselves, and must feed much of Europe; we must feed our domestic animals and produce and distribute seed for next year's planting.

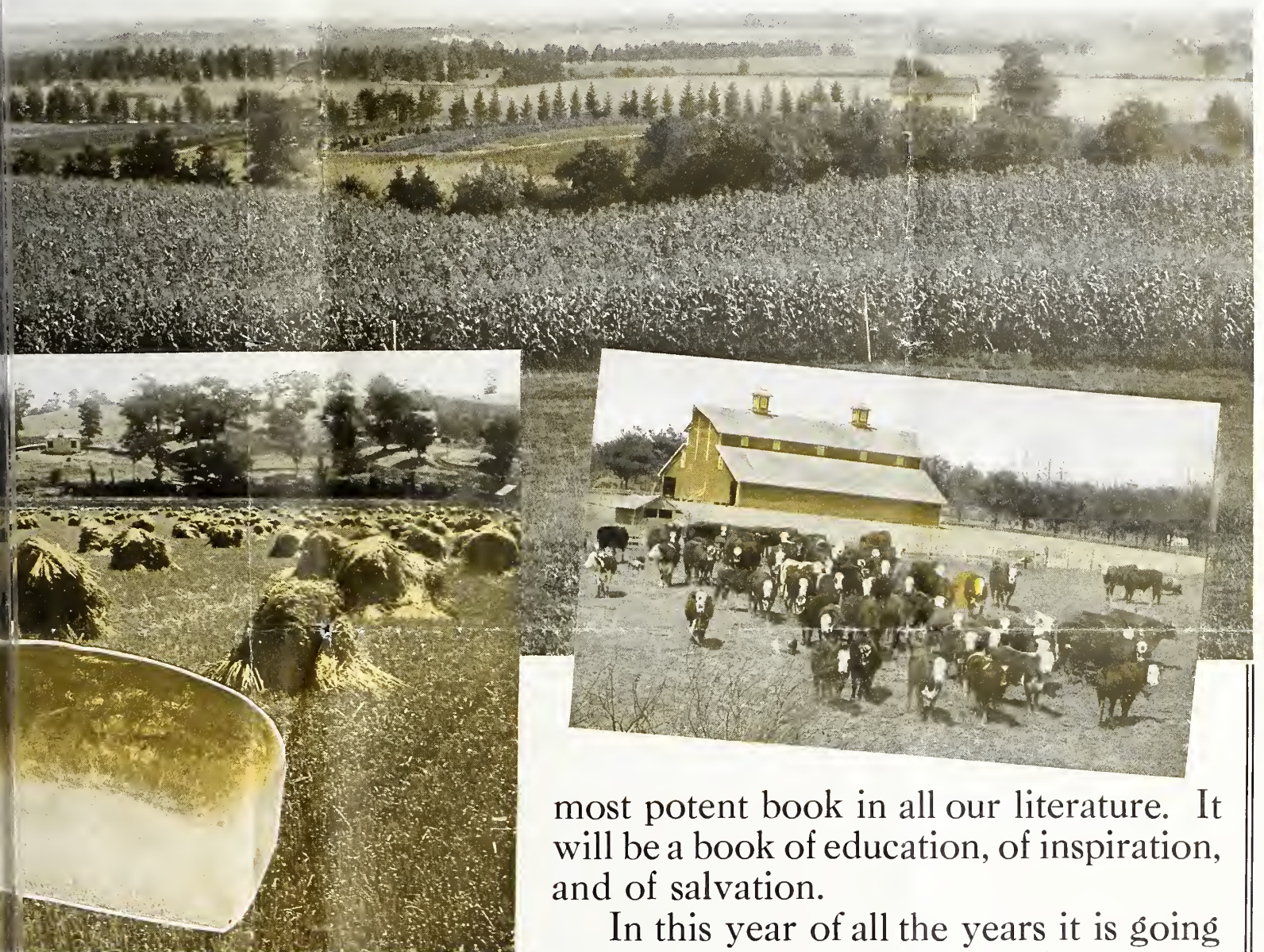
In the doing of these things the seedsmen of the country will shoulder vast responsibilities and will have tremendous opportunities, both in the way of accomplishment and for business advancement. The season of 1917 and 1918 is going to be a period of superlatives. Nothing but the biggest and best will avail. The seed catalogue of 1918 will be the most popular, the most vital, and the

A. B. MORSE

SEED CATALOGUE
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MORE FOOD



most potent book in all our literature. It will be a book of education, of inspiration, and of salvation.

In this year of all the years it is going to be of vital importance to have your seed catalogue made by men of experience and resources. It will be no time to entrust this work to amateurs or imitators, nor to the inexperienced or unprepared. *Our twenty-five years of preparation*, our forceful and vast *illustrative resources*, our *organization of trained men*, and our *splendidly equipped and specialized plant*, place us in the strongest possible position to serve you effectively. Start today. Conditions make early action imperative. *Write us fully* about your catalogue plans.

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Fancy Alfalfa Seed
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Johnson Grass Seed. Stock exhausted,
and all other stocks greatly reduced.**

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Luck Lannon
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